

PRICES AT CHILDS ARE FOR "CLASSES," NOT THE "MASSES"

Letters to Chain Restaurant Managers Insist on 200 Per Cent. Profit Rule.

The policy of the Childs chain of restaurants in maintaining prices netting 200 per cent. profit is defined in the following letters sent to managers of the various restaurants, who are informed that the policy is to appeal to the "discriminating class" and not to the "cheap mass," and who are instructed to "pay no attention to local agitation of price matters." The letters follow:

SPECIAL LETTER—SUBJECT: PRICES.
Oct. 5, 1920.

Manager, Dear Sir:

Prices have little to do with deciding whether or not profits are excessive. The matter depends more upon policy and the grade and character of food, service and environment. Our policy contemplates catering to the class that appreciates our style and grade of food and service which we endeavor to provide and maintain.

Notwithstanding some reduction in the cost of supplies, our prices are not high enough for us to make any substantial reduction except, of course, in the case of certain high priced items, where reductions will automatically take place as food costs drop. Also, it must be considered that, while food costs are coming down, the cost of fuel, rent, gas and electricity is going up, as well as many other items, such as paper, etc., which enter into overhead expenses.

Because of this policy to maintain standards and appeal to the discriminating class rather than to cheap mass, the lower cost of food is quite likely to be offset by an improvement in quality rather than by a lowering of the selling prices. With a good volume of trade our present prices are profitable, but with low volume profits would slump rapidly.

The present flow of trade is high, due perhaps to appreciation of our food and service.

The management is advised to adhere to these principles and former advice in handling the operation, and to pay no attention to local agitation of price matters, but be influenced by the company's policy only, which is supposed to be a guide and support in matters of this kind.

We are not at all interested in restoring the 3-cent piece to its former popularity. We believe it better to popularize the 10-cent piece, because it will enable us to be more liberal and thorough and to do better work with less effort. We expect, however, to keep our prices well within the range of 10 cents to 50 cents.

A few dishes will probably have to sell for more than 40 cents because of their more expensive nature, being composed principally of beef or chicken, or some being more sumptuous in variety and accompanied by highly flavored sauces. In such cases we will most likely have to go above 40 cents.

These ideas are expressed so that the management may get a better conception of the company's plan and policy and a larger picture of the true situation.

Yours very truly,
(Signature in blank.)
Approved by William Childs.

Oct. 6, 1920.
"SPECIAL" PRICES

Your attention is called to instructions issued last April relative to the regulation of selling prices, which are typed on the menu. These instructions read: "Serve a satisfactory portion and charge a price that will net a turnover profit of about 200 per cent. If the selling price at this rate is too expensive, probably it would be better not to handle the article until the cost comes down."

Under this plan any considerable decrease in the cost of specialties would automatically result in a corresponding reduction of the selling prices, and you are advised to follow the trend of the market and reduce the selling prices of these specialties, according to their price decrease.

Yours very truly,
(Signature in blank.)
Asst. Gen'l Manager.

Newark City Hall Flag Back at Full Staff.

Mayor Gillen of Newark ordered the City Hall flag to full staff again after protests from many citizens against its having been lowered to half staff out of respect for Terence MacSwiney.

The Rev. George P. Dougherty, President of the Ministers' Association of Newark, said he had received many telephone messages of protest from members of the association. Fifty members of one church pledged themselves to call individually on the Mayor to protest.

Pauline's The Oriental Store. SILK KIMONAS

Prices Reduced 1/2

We have assembled a few higher priced Japanese Kimonas and are offering them at exactly one-half the regular price. Made of rich and lustrous silk and elaborately hand-embroidered, these robes offer an opportunity which would be difficult to duplicate, to say the least.

The KIMONAS in the SALE:

	Formerly	NOW
2 Yellow chrysanthemum and daisy kimonas.....	100.00	50.00
4 Gold cherry kimonas.....	110.00	55.00
2 Navy cherry kimonas.....	110.00	55.00
3 Yellow cherry kimonas.....	110.00	55.00
3 Yellow rose kimonas.....	110.00	55.00
1 Gray rose kimono.....	110.00	55.00
1 Lavender wisteria.....	30.00	65.00
2 Gold cherry kimonas.....	30.00	65.00
1 Purple cherry.....	30.00	65.00
1 Gray iris and wisteria.....	135.00	67.50
3 White iris and wisteria.....	135.00	67.50
1 Yellow iris and wisteria.....	135.00	67.50
3 Yellow peony kimonas.....	136.00	68.00
2 Navy peony kimonas.....	136.00	68.00
1 Green peacock.....	200.00	100.00

War Tax Additional

Second Floor

JOHN WANAMAKER

Rue de la Paix, Paris. Located at North, New York. Telephone Slugetant 4,710. Store Hours, 9 to 5. Washington Arch, N. Y.

Are You All Ready for a Happy Hallowe'en?

The finer Coats for Miss 14 to 20

—of the best materials.
—trimmed with modish furs—
a few untrimmed—
—custom tailored—
—in the authoritative styles of Paris—
—and yet

Prices are conservative FOR EXAMPLE—coat illustrated is a reproduction of a Jenny model; in Bolivia cloth, trimmed with taupe-dyed fox or natural opossum, at \$97.50. We eliminated fur trimmings on the Bolivia cloth wrap illustrated, as some young girls prefer to wear their own fur scarves with this type of wrap; \$110.

A stunning coat of black duvetyn, with collar of gray squirrel, is \$127.50. Many, many models, as there is only one or two coats or wraps of a model. Besides, this collection there are



Fur-trimmed Coats at \$59.50
Coats without furs at \$39.75
Second floor, Old Building, Tenth Street

French Veiling at very low prices

25c yard
Veiling with a double filet mesh or large octagon mesh in brown, navy blue, taupe and plum.

50c yard
Russian mesh in 2 designs, one large and one small, an octagon mesh with a lace border; a fancy mesh with a woven dot; all these veils come in the favored shades of the season.

75c yard
Veiling with a shadow pattern on a filet mesh; a very popular four-thread mesh; one with a large woven dot and a small chenille dot; in navy blue, taupe, gold, brown.

\$1.50 yard
A veiling with a hand woven chenille dot in all the desired shades.
Main floor, Old Building.

Fine Duvet-de-laine in these Suits, specialized at \$75

Beautifully tailored, with long straight lines. Rather long coat—now so very smart—narrow string belt confining the waist.

In brown with wattle collar; or in black or midnight blue with muleskin collar.

Most unusual value at this conservative price.
Second floor, Old Building

Negligees and Breakfast Coats now \$11

Incomplete group from our own stocks, reduced in price

Three breakfast coat models of taffeta or of satin, in changeable colors, and of crepe de chine, in plain light colors.

One negligee model, with long pointed sleeves, in dark colors, which make it an excellent full-

man robe; navy blue, black, wisteria, as well as rose and Copenhagen blue. Of crepe de chine. The breakfast coats come in a range of shades of light and dark changeables—not all colors in each model.

Third floor, Old Building

Wanablend Blankets

are the most scientific blankets made

As the name indicates, they are Wanamaker blended blankets—containing certain proportions of certain grades of wool best calculated to hold warmth, and to endure. No other blankets are the result of such close study and experiment.

Four grades. No blanket less than 84 in. long.

(1) With 70 per cent. wool in the filling or 50 per cent. of the blanket wool.

Single bed size.....\$18.00 pair
Double bed size.....\$25.00 pair
Extra bed size.....\$17.50 pair

(2) All wool filling or 80 per cent. of the blanket wool.

Single bed size.....\$18.00 pair
Double bed size.....\$25.00 pair
Extra bed size.....\$26.00 pair

(3) All wool warp and filling. Single bed size.....\$21.00 pair
Double bed size.....\$27.00 pair
Extra large size.....\$30.00 pair

The all-wool blankets are cut and bound separately.

(4) Beautiful plaid blanket. Our own design. All wool warp and filling.

Double bed size, in Rose, Tan and Blue.....\$23 pair.

Fourth Gallery, New Building.



Silk Stockings of high quality, \$2.65 pair

This price includes tax

They were made for the best shops of Europe, but the low exchange brought cancellations of orders. Now you may have them at almost wholesale prices.

All silk, fine gauge, in ingrain thread silk, lustrous, durable; full-fashioned, in black, white, cordovan, brown, taupe, smoke, steel gray; sizes 8 1/2 to 10 but not in all colors.

And 600 pairs with 3-inch cotton toe and triangular splicing at heel. Main aisle, Main floor, Old Bldg.

Women's Umbrellas reduced to \$7.50 (Tax 35c)

All-silk taffeta umbrellas in navy, green, purple, brown and garnet, including eighty of heavy quality taffeta taken from our own stock where they have been priced from a quarter more to almost double.

Styles of handles include the popular ring effects in the all-bakelite or bakelite and wood combined, leather handles with strap, fancy wood handles with strap, also some silk cord and leather loop. All most desirable for Christmas gifts.

Our regular umbrella stock

presents a wide selection in the most popular of styles and colorings from \$8.75 to \$27.50.

Christmas gifts should be selected now if they are to be marked. Main floor, Old Building

Boys' Sweaters!

"Great!" you'll say

Fine fleecy sweaters of heavy knitted worsted yarns in coat style, with or without belt—warm and serviceable—and priced reasonably for small boys, \$5.50 to \$8.75. Sizes 3 to 8 years.

For Boys of 8 to 16 years are Shaker knit coat styles or slip-over in plain colors, navy, brown, gray. Color combinations—green and old gold, navy and old gold, brown and green, brown and tan; \$8.75, \$11 to \$13.50.

Boys' Tams, Special \$2.50

Boys' Tams of fine jerseys, chevrons and serges in naval style, with fine silk ribbon, U. S. Navy Ensigna. Stars 6 1/2 to 7 1/2.

Junior Norfolk Suits, \$15—Low

These are the most popular of all suits for the boy of 3 to 10 yrs. Made of tweeds, blue chevrons, casimires and serges in mannish little effects, with box pleated yokes, straight trousers, patch pockets and detachable collar of white pique.

NOTE—For Thursday we have about 200 more of these little suits of corduroy with wash waist for boys 3 to 8 years in Middy and Oliver Twist models. At \$4.95.

Third floor, Old Building.

EXTRA! Boys' Shoes reduced to \$5

Because the size ranges were incomplete, we've taken right out of stock 354 pairs of some of our finest shoes for boys.

All marked at less than they actually cost

It's a little clean up of stock, but it's such an unusual price reduction that they should go quickly and early on Thursday.

These are handsome shoes of black calfskin, with an indestructible tip. Also plain calf shoes, in blucher cut, dressy shoes, with narrower toe; very superior tan shoes, with perforated wing, toe and heel, high laced.

Sizes 1 to 6 in the lot.

Burlington Arcade floor, New Building

NOW—Prices down on Chauffeurs' Overcoats and Chauffeurs' Suits

The Motor Shop follows the Men's Clothing Shop, and reduces prices

to less than last season's lowest price

Chauffeurs' Suits.....\$50
Chauffeurs' Overcoats.....\$50

The suits are of the finest whipcord and all-wool worsted, in Wanamaker standard models.

The overcoats are for Autumn and Winter wear; of oxford gray frieze, lined and unlined; with convertible collar and belted back. Smart, warm, good-looking.

What you save now, on a suit and overcoat, will pay your chauffeur for a week—at least.

The Motor Shop, Burlington Arcade floor, New Building

Hallowe'en Music

Pianos. Player-pianos. Reproducing Pianos. Largest Choice in all America.

SCHOMACKER, EMERSON, LINDEMAN, MARSHALL & WENDELL, J. C. CAMPBELL. The little BRAMBACH Grand, The celebrated KNABE. And that most wonderful of all—the AMPICO-in-the-CHICKERING Reproducing Piano.

Convenient terms of purchase. Immediate delivery. Piano Salons, First Gallery, New Building.

Inaugural Dress Sale

BETTY WALES DRESS SHOP

The Largest Exclusive Dress Shop organization, selling dresses exclusively, announces a timely Reduction Sale, so drastic as to make it possible for every woman to possess an exquisite frock at a greatly reduced price.

Every fashionable material is represented in this Sale, including Tricotine, Velvet, Poirer Twill, Silks and Satins.

Modish Frocks for morning, afternoon and evening wear. Smart dresses for business, school and college attire.

All Sizes for Women and Misses, 14 to 44.

SALE ON **\$45** VALUES TO
FOUR FLOORS **\$85.00**

Betty Wales
DRESS SHOP



394 FIFTH AVE., at 36th Street

BAER BROS. CO., INCORPORATED